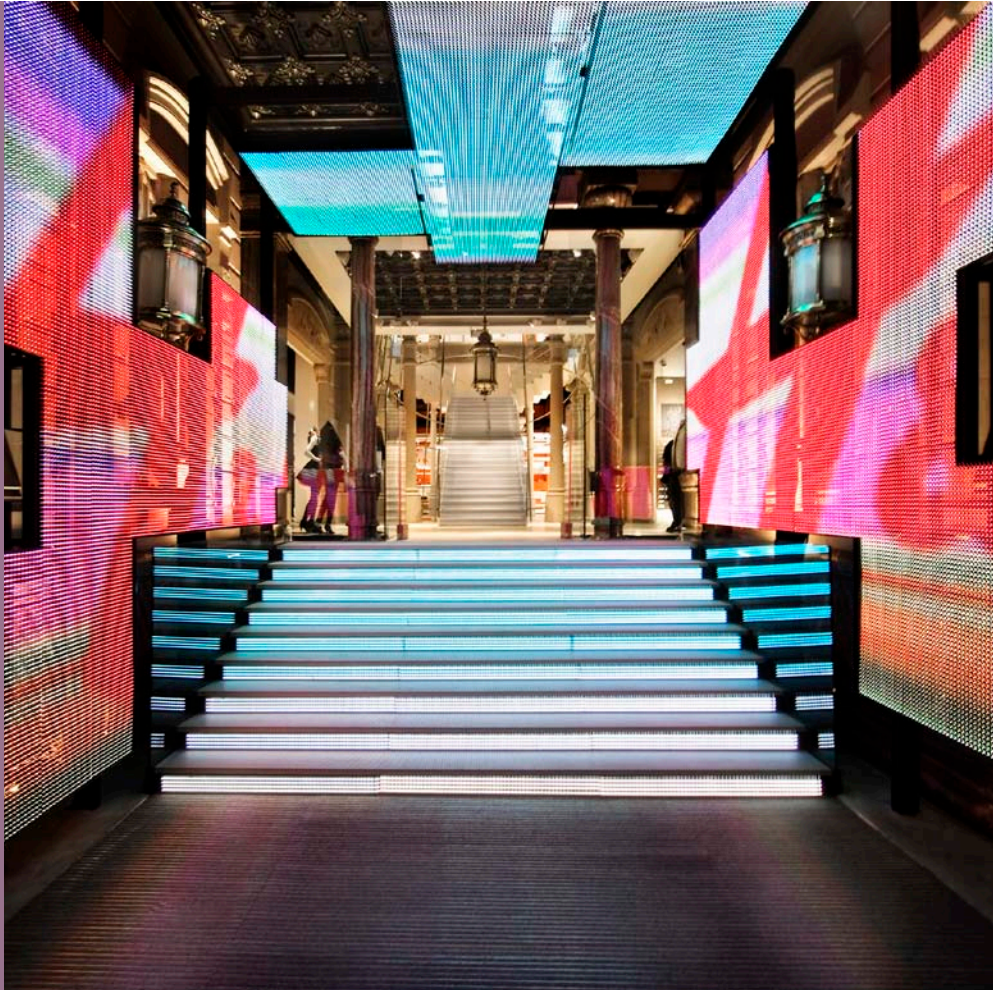


# H&M, Barcelona, Spain

Barco's MiTRIX helps create a buzz in H&M flagship store



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*Ramón Vilar, technical producer at Sono*

'Create excitement among the customers in the shop'. That was the main message the Swedish clothing chain H&M gave to Estudio Mariscal when tasking the design studio with fitting out the brand-new H&M flagship store in Barcelona, Spain. Estudio Mariscal gladly took up the challenge to design every aspect, from architecture, lighting, custom furniture and graphics thru' to the branded shopping bags. In the store's entrance hall, they reserved a star role for Barco.

The entrance walls and ceiling of the new H&M shop feature innovative Barco MiTRIX transparent LED modules, while the steps are covered with MISTRIP pixel strips. Together, they arouse a sensory explosion of light, color and movement, stimulating passers-by to dive into the H&M shopping experience.

**BARCO**

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Barcelona's new H&M concept store is set in an imposing building, the former headquarters of Catalana de Gas in the Portal de l'Angel, Barcelona's number 1 shopping street. Designed by the famous architect Domènech Estapà, it is a vestige of the bourgeois architecture from the late 19th century. So Estudio Mariscal faced the huge challenge of reconciling a listed office building with the young, hip style of the trendsetting Swedish H&M clothing company. Barco and distributor Sono were all too happy to help realize the design.



Estudio Mariscal is the brainchild of the famous Valencian artist and designer Javier Mariscal, who is renowned far beyond the Spanish borders for his unique, characteristic style full of imagination, humor and fun. The H&M project might have been written for him. The challenges, though, were manifold. The design studio had to convert functional offices into a modern fashion temple aimed, mainly, at young, trendy people. Moreover, the building was huge (1,720 m2) and Estudio Mariscal had to make sure the new layout would remain exciting, in spite of the large sizes of each wing. Equally challenging was the need to comply with strict heritage regulations. The monumental façade with its small office windows, for example, had to remain unchanged while H&M considers its display windows to be the most important part of its shop. To attract passers-by, Mariscal decided to create a spectacular entrance hall instead.



### Stir up excitement

Mariscal and his team had cooperated with Barco on several prestigious projects in the past. As they had always been very satisfied about the quality and innovativeness of Barco's solutions, they took Barco on board for the H&M project. Barco teamed up with its Spanish distributor Sono, part of the world-leading Mediacontech audiovisual group. "Sono is committed to using technology in a creative way to stir up excitement," said Ramón Vilar, technical producer at Sono. "Innovation, therefore, is one of our core values. Our cooperation with Barco fits in perfectly with that strategy. For over 20 years now, we have been working closely together to deliver trendsetting visualization solutions."

### Low weight - high creative potential

Excited about working on the grand H&M project, together with Mariscal, Barco and Sono developed a series of video wall set-ups to turn Mariscal's vision into a working reality. They then invited both the design studio and H&M to the Sono warehouse to view their proposals in true size. "Our initial idea was to build a high-resolution wall," Vilar explained, "but Barco suggested to also propose the MiTRIX LED screen, a highly transparent and lightweight modular screen." The transparent MiTRIX immediately aroused the customers' enthusiasm. Its light weight would make it possible to fix it to the wall with just a few points of attachment, which was a good thing as the building is heritage-listed. "In addition, MiTRIX offers endless creative possibilities," Vilar continued. "The fact that the screen is transparent and low resolution makes it ideal to project Mariscal's graphic images on."

### Trusted partners

With a team of six, Sono ensured a smooth installation of the LED-lit entrance hall. 480 units of MiTRIX were used for the wall and ceiling (both 6m high by 5m deep), while a total of 208 MiSTRIP LED modules were integrated into the nine steps of the stairs to enter the building. "The timing was tight, as we were the very last contractors in the row. But we managed to pull it off, in close cooperation with the people from Barco," Vilar recalled. Today, Vilar and his team take care of the MiTRIX and MiSTRIP after sales support and maintenance.



### Mingle baroque with contemporary pop

When Barcelona's H&M flagship store officially opened its doors on 20 November 2008, the public was wildly impressed with the building, and not in the least with its remarkable entrance hall. "H&M, Mariscal and Barco/Sono all had the same objective for this project: to create excitement and foster a unique shopping experience. By bundling our experience and competencies, we've succeeded in creating a perfect dialogue between a bourgeois, baroque and contemporary pop style. Sono and Barco are proud to have participated in this prestigious project," Vilar concluded.